

TvSCAN Matt Nixon

Ellse Cloyd - 10/16/12 4:14 PM

Broadcast Order/Confirmation

Baltimore - MAYNOV Nielsen

Qualitative Criteria: Release 1 2012 Mar11-Feb12 SCARBOROUGH

Registered to vote in district of residence and always vote in presidential elections

Buyer	Ellse Cloyd	Order Number	2,135
Client	Get the Facts- Vote No on 7	Campaign	Est. 2135
		Flight	Flight 1 10/19/12-10/25/12
Station	WBAL		
Address	Mentzer Media 600 Fairmount Avenue Suite 306 Towson MD 21286		

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	QAJ P 35+ CPP
WBAL 11 NWS-6A Fri 6:00a- 7:00a	\$1,300	Oct19-Oct19	:30	2	--	--	--	--	2	--	--	4	✓
TODAY SHW Fri 7:00a- 9:00a	\$1,600	Oct19-Oct19	:30	3	--	--	--	--	3	--	--	4	✓
TODAY SHW2-NBC Fri 9:00a-10:00a	\$750	Oct19-Oct19	:30	2	--	--	--	--	2	--	--	2	✓
LIVE WITH KELLY Fri 10:00a-11:00a	\$500	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	2	✓
ANDERSON COOPER Fri 11:00a-12:00p	\$260	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	1	✓
WBAL 11 NWS-12 Fri 12:00p-12:30p	\$500	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	2	✓
ACCESS HOLLYWD Fri 12:30p- 1:00p	\$260	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	1	✓
DAY'S OF OUR LIVES Fri 1:00p- 2:00p	\$400	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	2	✓
STEVE HARVEY Fri 2:00p- 3:00p	\$250	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	1	✓
DR. OZ Fri 3:00p- 4:00p	\$500	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	2	✓
ELLEN Fri 4:00p- 6:00p	\$750	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	3	✓
WBAL 11 NWS-5P Fri 6:00p- 6:30p	\$1,000	Oct19-Oct19	:30	2	--	--	--	--	2	--	--	4	✓

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Software Suite

TvSCAN

Elise Cloyd • 10/16/12 4:14 PM

Broadcast Order/Confirmation

Baltimore - MAYNOV Nielsen

Time Period	Rate	Run Dates	Len	QAJ P 35+							CPP	
				Sp	Mo	Tu	We	Th	Fr	Sa	Su	
WBAL 11 NWS-5P Fri 5:30p- 6:00p	\$1,000	Oct19-Oct19	:30	2	--	--	--	--	2	--	--	4 ✓
WBAL 11 NWS-6P Fri 6:00p- 6:30p	\$1,600	Oct19-Oct19	:30	2	--	--	--	--	2	--	--	5 ✓
INSIDE EDITION Fri 7:00p- 7:30p	\$1,500	Oct19-Oct19	:30	2	--	--	--	--	2	--	--	4 ✓
ACCESS HOLLYWOOD Fri 7:30p- 8:00p	\$1,600	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	3 ✓
TONITE SHW-NBC Fri 11:35p-12:35a	\$650	Oct19-Oct19	:30	2	--	--	--	--	2	--	--	3 ✓
JIMMY FALLON Fri 12:35a- 1:35a	\$300	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	1 ✓
WBAL 11 NWS-6A Fri 5:00a- 6:00a	\$500	Oct19-Oct19	:30	2	--	--	--	--	2	--	--	2 ✓
WBAL 11 NWS-11 Fr-Su 11:00p-11:35p	\$2,200	Oct19-Oct21	:30	4	--	--	--	--	2	2	--	5 ✓
GRIMM Fri 6:00p- 9:00p	\$1,800	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	4 ✓
GRIMM Fri 9:00p-10:00p	\$2,600	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	6 ✓
DATELINE Fri 10:00p-11:00p	\$2,500	Oct19-Oct19	:30	1	--	--	--	--	1	--	--	4 ✓
WBAL11 SA 6A Sat 6:00a- 7:00a	\$400	Oct20-Oct20	:30	2	--	--	--	--	2	--	--	3 ✓
SATURDAY TODAY Sat 7:00a- 9:00a	\$1,200	Oct20-Oct20	:30	4	--	--	--	--	4	--	--	5 ✓
WBAL11 SA 9A Sat 9:00a-10:00a	\$650	Oct20-Oct20	:30	2	--	--	--	--	2	--	--	4 ✓
CLG FB: ND vs. BYU Sat 3:30p- 7:00p	\$750	Oct20-Oct20	:30	2	--	--	--	--	2	--	--	3* ✓
ACCSS HLYWD WK Sat 7:00p- 8:00p	\$750	Oct20-Oct20	:30	2	--	--	--	--	2	--	--	5 ✓
NBC DRAMA Sat 8:00p- 9:00p	\$1,500	Oct20-Oct20	:30	2	--	--	--	--	2	--	--	3 ✓
NBC DRAMA Sat 9:00p-10:00p	\$1,500	Oct20-Oct20	:30	2	--	--	--	--	2	--	--	3 ✓
LAW & ORDER: SVU Sat 10:00p-11:00p	\$1,500	Oct20-Oct20	:30	2	--	--	--	--	2	--	--	3 ✓
WBAL 11 NEWS AT 6AM Sun 6:00a- 7:00a	\$400	Oct21-Oct21	:30	2	--	--	--	--	2	--	--	3 ✓

* - Denotes estimated item(s).

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WBAL-NBC Time Period	Rate	Run Dates	Len	QAJ P 35+							RTG	CPP
				Sp	Mo	Tu	We	Th	Fr	Sa		
11 NEWS SUN AM Sun 7:00a- 8:00a	\$750	Oct21-Oct21	:30	2	--	--	--	--	--	--	2	6 ✓
SUN TODAY-NBC Sun 8:00a- 9:00a	\$1,200	Oct21-Oct21	:30	2	--	--	--	--	--	--	2	7 ✓
WBAL-11 SU-9A Sun 9:00a-10:00a	\$750	Oct21-Oct21	:30	2	--	--	--	--	--	--	2	5 ✓
MEET THE PRESS Sun 10:00a-11:00a	\$2,000	Oct21-Oct21	:30	1	--	--	--	--	--	--	1	3 ✓
CHRIS MATTHEWS Sun 11:00a-11:30a	\$500	Oct21-Oct21	:30	1	--	--	--	--	--	--	1	3 ✓
WBAL 11 NWS SA Sun 6:00p- 6:30p	\$800	Oct21-Oct21	:30	1	--	--	--	--	--	--	1	5 ✓
FTBL NT IN AMERICA Sun 7:00p- 8:00p	\$2,000	Oct21-Oct21	:30	1	--	--	--	--	--	--	1	3 ✓
SNF: PITTSBURGH vs. CINCY Sun 8:00p-11:30p	\$8,000	Oct21-Oct21	:30	3	--	--	--	--	--	--	3	15* ✓
LATE NEWS AFTER SNF Sun 11:30p-12:00a	\$2,200	Oct21-Oct21	:30	1	--	--	--	--	--	--	1	5* ✓
WBAL 11 NWS-6A Mo-Th 6:00a- 7:00a	\$1,300	Oct22-Oct25	:30	8	2	2	2	2	--	--	--	4 ✓
TODAY SHW Mo-Th 7:00a- 9:00a	\$1,600	Oct22-Oct25	:30	12	3	3	3	3	--	--	--	4 ✓
TODAY SHW2-NBC Mo-Th 9:00a-10:00a	\$750	Oct22-Oct25	:30	8	2	2	2	2	--	--	--	2 ✓
LIVE WITH KELLY Mo-Th 10:00a-11:00a	\$500	Oct22-Oct25	:30	4	1	1	1	1	--	--	--	2 ✓
ANDERSON COOPER Mo-Th 11:00a-12:00p	\$250	Oct22-Oct25	:30	4	1	1	1	1	--	--	--	1 ✓
WBAL 11 NWS-12 Mo-Th 12:00p-12:30p	\$600	Oct22-Oct25	:30	4	1	1	1	1	--	--	--	2 ✓
ACCESS HOLLYWD Mo-Th 12:30p- 1:00p	\$250	Oct22-Oct25	:30	4	1	1	1	1	--	--	--	1 ✓
DAY'S OF OUR LIVES Mo-Th 1:00p- 2:00p	\$400	Oct22-Oct25	:30	4	1	1	1	1	--	--	--	2 ✓
STEVE HARVEY Mo-Th 2:00p- 3:00p	\$250	Oct22-Oct25	:30	4	1	1	1	1	--	--	--	1 ✓
DR. OZ Mo-Th 3:00p- 4:00p	\$500	Oct22-Oct25	:30	4	1	1	1	1	--	--	--	2 ✓
ELLEN Mo-Th 4:00p- 5:00p	\$750	Oct22-Oct25	:30	4	1	1	1	1	--	--	--	3 ✓

* - Denotes estimated item(s).
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WBAL-NBC	QAJ P 36+												
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
WBAL 11 NWS-5P Mo-Th 5:00p- 5:30p	\$1,000	Oct22-Oct25	:30		8	2	2	2	2	4	✓
WBAL 11 NWS-5P Mo-Th 5:30p- 6:00p	\$1,000	Oct22-Oct25	:30		8	2	2	2	2	4	✓
WBAL 11 NWS-6P Mo-Th 6:00p- 6:30p	\$1,600	Oct22-Oct25	:30		6	2	2	2	2	5	✓
INSIDE EDITION Mo-Th 7:00p- 7:30p	\$1,500	Oct22-Oct25	:30		8	2	2	2	2	4	✓
ACCESS HOLLYWOOD Mo-Th 7:30p- 8:00p	\$1,800	Oct22-Oct25	:30		4	1	1	1	1	3	✓
TONITE SHW-NBC Mo-Th 11:35p-12:35a	\$550	Oct22-Oct25	:30		8	2	2	2	2	3	✓
JIMMY FALLON Mo-Th 12:35a- 1:35a	\$300	Oct22-Oct25	:30		4	1	1	1	1	1	✓
WBAL 11 NWS-6A Mo-Th 5:00a- 6:00a	\$500	Oct22-Oct25	:30		8	2	2	2	2	2	✓
WBAL 11 NWS-11 Mo-Th 11:00p-11:35p	\$2,200	Oct22-Oct25	:30		8	2	2	2	2	5	✓
THE VOICE Mon 8:00p- 9:00p	\$4,000	Oct22-Oct22	:30		2	2	6	✓
PARENTHOOD Tue 10:00p-11:00p	\$3,000	Oct23-Oct23	:30		1	..	1	5	✓
CHICAGO FIRE Wed 10:00p-11:00p	\$2,500	Oct24-Oct24	:30		1	1	4*	✓
ROCK CENTER Thu 10:00p-11:00p	\$2,000	Oct25-Oct25	:30		1	1	4	✓
WBAL Totals	\$239,500				199					Reach / Frequency		703 95.9	\$340.68 7.3
Monthly Oct 2012 Gross Cost \$239,500.00													

* Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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CONTRACT



WBAL-TV11
3800 Hooper Avenue
Baltimore, MD 21211
(410)467-3000

And:

Mentzer Media Services
Attention: Elise Lloyd
600 Fairmont Ave
Suite 306
Towson, MD 21286

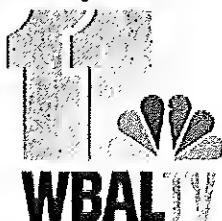
Contract / Revision	Alt Order #
964539 /	
Product	
ISSUE	
Contract Dates	Estimate #
10/19/12 - 10/25/12	2135
Advertiser	Original Date / Revision
Get the Facts-Vote No on 7	10/16/12 / 10/16/12
Billing Cycle	
EOM/EOC	Broadcast
Station	Account Executive
WBAL	Matt Nixon
Sales Office	
Baltimore	
Special Handling	
Demographic	
Adults 25-54	
IDB#	Advertiser Code
1021	
Product Code	
Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBAL	10/19/12	10/25/12	WBAL-TV 11 News Today	6-7am M-F		:30			NM	10	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----2--					2	\$1,300.00			
Week:	10/22/12	10/28/12	2222---					8	\$1,300.00			
N 6	WBAL	10/19/12	10/25/12	NBC Today Show	7-9am M-F		:30			NM	15	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----3--					3	\$1,800.00			
Week:	10/22/12	10/28/12	3333---					12	\$1,600.00			
N 7	WBAL	10/19/12	10/25/12	Today Show II	9-10am M-F		:30			NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----2--					2	\$750.00			
Week:	10/22/12	10/28/12	2222---					8	\$750.00			
N 10	WBAL	10/19/12	10/25/12	Live with Kelly	10-11am M-F		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----1--					1	\$500.00			
Week:	10/22/12	10/28/12	1111---					4	\$500.00			
N 11	WBAL	10/19/12	10/25/12	11 News @ Noon	12-12:30pm M-F		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----1--					1	\$500.00			
Week:	10/22/12	10/28/12	1111---					4	\$500.00			
N 13	WBAL	10/19/12	10/25/12	DR. OZ EF	DR. OZ EF		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----1--					1	\$500.00			
Week:	10/22/12	10/28/12	1111---					4	\$500.00			
N 14	WBAL	10/19/12	10/25/12	Ellen	Ellen		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----1--					1	\$750.00			
Week:	10/22/12	10/28/12	1111---					4	\$750.00			
N 15	WBAL	10/19/12	10/25/12	11 News @ 5pm	5-530pm M-F		:30			NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	-----2--					2	\$1,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WBAL-TV11
3800 Hooper Avenue
Baltimore, MD 21211
(410)467-3000

Contract / Revision 964539 /	Alt Order #	
Contract Dates 10/19/12 - 10/25/12	Product ISSUE	Estimate # 2135
Advertiser Get the Facts-Vote No on		Original Date / Revision 10/16/12 / 10/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/		Type	Spots	Amount
									Rate	Rate			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/22/12	10/28/12	2222---				8	\$1,000.00				
N 17	WBAL	10/19/12	10/25/12	11 News @ 6pm	6-7pm M-F		:30				NM	10	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	----2--				2	\$1,600.00				
		Week: 10/22/12	10/28/12	2222---				8	\$1,600.00				
N 18	WBAL	10/19/12	10/25/12	Inside Edition	7-730pm M-F		:30				NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	----2--				2	\$1,500.00				
		Week: 10/22/12	10/28/12	2222---				8	\$1,500.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		8	WBAL	10/22/12-10/28/12	Inside Edition	7-730pm M-F	MTuWTh----	:30	\$1,500.00	NM			
N 20	WBAL	10/19/12	10/25/12	NBC Tonight Show	11:35pm-12:37am		:30				NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	----2--				2	\$550.00				
		Week: 10/22/12	10/28/12	2222---				8	\$550.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		8	WBAL	10/22/12-10/28/12	NBC Tonight Show	11:35pm-12:37am	MTuWTh----	:30	\$550.00	NM			
N 21	WBAL	10/19/12	10/25/12	11 News Tonight	11-11:35pm M-Su		:30				NM	12	\$26,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	----22-				4	\$2,200.00				
		Week: 10/22/12	10/28/12	2222---				8	\$2,200.00				
N 22	WBAL	10/19/12	10/19/12	Dateline	10-11pm Fri		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	----1--				1	\$2,500.00				
N 23	WBAL	10/19/12	10/21/12	Grimm	9-10pm Fri		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	----F--				1	\$2,800.00				
N 29	WBAL	10/19/12	10/25/12	11 News @ 5pm	530-6pm M-F		:30				NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	----2--				2	\$1,000.00				
		Week: 10/22/12	10/28/12	2222---				8	\$1,000.00				
N 30	WBAL	10/20/12	10/20/12	Notre Dame Football	Notre Dame Footb:		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	----2-				2	\$750.00				
N 31	WBAL	10/21/12	10/21/12	11 News Sun Morn 6am	6-7am Su		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	-----2				2	\$400.00				
N 32	WBAL	10/21/12	10/21/12	11 News Sun Morn 7am	7-8am Su		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	-----2				2	\$750.00				
N 33	WBAL	10/21/12	10/21/12	NBC Sunday Today	8-9am Su		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	-----2				2	\$1,200.00				
N 34	WBAL	10/21/12	10/21/12	11 News Sun Morn 9-10am	9-10am Su		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	-----2				2	\$750.00				
N 36	WBAL	10/20/12	10/21/12	NFL Regular Season	NFL Regular Seas		:30				NM	3	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/15/12	10/21/12	-----2									

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc., does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WBAL-TV11
3800 Hooper Avenue
Baltimore, MD 21211
(410)467-3000

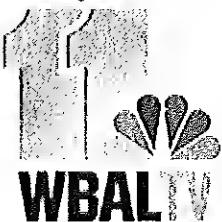
Contract / Revision 964539 /	Alt Order #
Contract Dates 10/19/12 - 10/25/12	Product ISSUE
Estimate # 2135	
Advertiser Get the Facts-Vote No on	
Original Date / Revision 10/16/12 / 10/16/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S								
N 37	WBAL	10/20/12	10/20/12	11 News Sat Morn 6am	6-7am Sa		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----2-								
N 38	WBAL	10/20/12	10/20/12	NBC Saturday Today	7-9am Sa		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----4-								
N 40	WBAL	10/19/12	10/25/12	Late Night w/Jimmy Fallon	12:37-1:37xm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	----1--								
		Week: 10/22/12	10/28/12	1111---								
N 41	WBAL	10/19/12	10/25/12	ANDERSON COOPER DAY M-F 2-3PM/11AM-			:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	----1--								
		Week: 10/22/12	10/28/12	1111---								
N 42	WBAL	10/20/12	10/20/12	Access Hollywood Wknd	7-8pm Sa		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S-								
N 43	WBAL	10/20/12	10/21/12	CHRIS MATTHEWS WKND	CHRIS MATTHEW		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S								
N 45	WBAL	10/19/12	10/25/12	Days of Our Lives	1-2pm M-F		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	----1--								
		Week: 10/22/12	10/28/12	1111---								
N 46	WBAL	10/19/12	10/25/12	Access Hollywood	ACCESS HOLLYW		:30			NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	----1--								
		Week: 10/22/12	10/28/12	1111---								
N 47	WBAL	10/19/12	10/21/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S								
N 48	WBAL	10/22/12	10/22/12	VOICE	8-9pm Mon		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----								
N 49	WBAL	10/20/12	10/21/12	NBC Prime	9-10pm Sat		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S-								
N 50	WBAL	10/20/12	10/20/12	NBC Prime	10-11pm Sat		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S-								
N 51	WBAL	10/24/12	10/24/12	Chicago Fire	10-11pm Wed		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	--W----								
N 52	WBAL	10/19/12	10/25/12	Access Hollywood	12:30 -1pm M-F		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	----1--								
		Week: 10/22/12	10/28/12	1111---								

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WBAL-TV11
3800 Hooper Avenue
Baltimore, MD 21211
(410)467-3000

<u>Contract / Revision</u> 964539 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/19/12 - 10/25/12	<u>Product</u> ISSUE	<u>Estimate #</u> 2135
<u>Advertiser</u> Get the Facts-Vote No on		<u>Original Date / Revision</u> 10/16/12 / 10/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Start Date	End Date	
N 53	WBAL	10/22/12	10/25/12	Rock Center	10-11pm	Thu	:30			NM	1		\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/12	10/28/12	---T---				1	\$2,000.00				
N 54	WBAL	10/21/12	10/21/12	11 News flg NFL	LN Following FB		:30			NM	1		\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/15/12	10/21/12	-----1				1	\$2,200.00				
N 55	WBAL	10/21/12	10/21/12	Football Night In America/PreNFL Pre-Game			:30			NM	1		\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/15/12	10/21/12	-----1				1	\$2,000.00				
N 56	WBAL	10/19/12	10/21/12	Sun 11 News @ 6pm	6-7pm	Su	:30			NM	1		\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/15/12	10/21/12	-----1				1	\$800.00				
N 57	WBAL	10/19/12	10/25/12	STEVE HARVEY DAY	2PM TO 3PM	M-F	:30			NM	5		\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/15/12	10/21/12	----1--				1	\$250.00				
		Week: 10/22/12	10/28/12	1111---				4	\$250.00				
N 58	WBAL	10/19/12	10/25/12	WBAL-TV 11 News At 5am	5-6am	M-F	:30			NM	10		\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/15/12	10/21/12	----2--				2	\$500.00				
		Week: 10/22/12	10/28/12	2222---				8	\$500.00				
N 59	WBAL	10/19/12	10/21/12	Grimm	8-9pm	Fri	:30			NM	1		\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/15/12	10/21/12	----F--				1	\$1,800.00				
N 60	WBAL	10/23/12	10/23/12	Parenthood	10-11pm	Tue	:30			NM	1		\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/12	10/28/12	-T-----				1	\$3,000.00				
N 61	WBAL	10/19/12	10/21/12	NBC Prime	8-9pm	Sat	:30			NM	2		\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/15/12	10/21/12	-----S-				2	\$1,500.00				
N 62	WBAL	10/20/12	10/20/12	11 News Sat Morn 9am	9-10am	Sa	:30			NM	2		\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/15/12	10/21/12	-----2-				2	\$850.00				

Totals

199 \$239,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	199	\$239,500.00	\$203,575.00
Totals	199	\$239,500.00	\$203,575.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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**TERMS AND STANDARD CONDITIONS
FOR PURCHASE OF BROADCAST ADVERTISING**

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

(a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 16th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

(a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.

(b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.

(c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancelable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.

(d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force *majeure*, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible. If the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The Indemnitee shall promptly notify and cooperate with the Indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency nor Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.

(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency by failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WBAL	
10/17/12	

I, David Grill
do hereby request station time concerning the following issue:

Get The Facts - Vote No On 7

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES			10/19 - 10/25	

Total Charges: \$ 239,500.02 GROSS

This broadcast time will be used by: Get The Facts - Vote No On 7

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

GET THE FACTS-VOTE NO ON 7

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

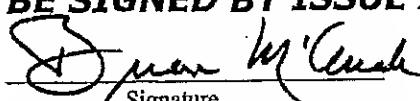
The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/30/2012



Date

202-296-3306

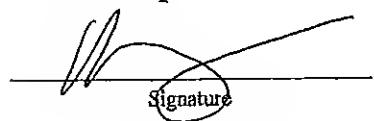
Contact Phone Number

Signature

Accepted

Accepted in Part

Rejected



MATT NIXON

Printed Name

PAC

Title